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(54) **Apparatus for and method of utilizing product identifier codes to establish communication connections**

(57) Apparatus for and method of establishing a communication connection to enable a customer or user at a first location to establish a connection to a predefined second network address (e.g., an 800 telephone

number) and thereafter enter a product identifier code which is converted to a third network address of an agent which is used to establish a connection between the user and the agent.

*FIG. 1*

